



**HUMAN RELATIONS COMMISSION**

**REGULAR MEETING**

**SUMMARIZED MINUTES**

**November 10, 2014**

**Civic Center Library  
Board of Directors Conference Room  
3839 N. Drinkwater Blvd  
Scottsdale, AZ 85251**

**PRESENT:** Bob Fox, Vice Chair  
James Campbell, Vice-Chair  
Joel Martin, Commissioner (arrived at 5:20)  
Laurie Coe, Commissioner  
Edward Lopez, Commissioner (arrived at 5:11)  
Ragan Grossman, Commissioner

**ABSENT:** Andrew Song, Commissioner

**STAFF:** Sharon Cini

**GUESTS:** Kerwin Brown, Greater Phoenix Black Chamber

**CALL TO ORDER/ ROLL CALL**

Chairman Fox called the meeting to order at 5:00 p.m.

Members were present as indicated above.

**1. Approval of minutes from the October 20, 2014**

Chair Fox asked if there had been any word as to why the diversity partner scheduled for the October 20th meeting did not attend. Ms. Cini said that she did not receive a return call.

Commissioner Grossman said that on the last page, the sentence that says "insurance partnering event" should just say "partnering event."

**VICE-CHAIR CAMPBELL MOVED TO APPROVE THE OCTOBER 20, 2014 HUMAN RELATIONS COMMISSION MEETING MINUTES AS AMENDED. COMMISSIONER COE SECONDED THE MOTION, WHICH CARRIED FOUR (4) TO ZERO (0). VICE-CHAIR LOPEZ AND COMMISSIONER MARTIN NOT YET PRESENT.**

## **2. Public Comment**

There were no members of the public who wished to speak.

## **3. Community diversity partner presentation and discussion**

Kerwin Brown, President of the Greater Phoenix Black Chamber of Commerce, described his background and gave a presentation discussing the Chambers goals, accomplishments, and advocacy programs. He discussed how the Greater Phoenix Black Chamber is addressing its five pillars of advocacy, which include partnerships, access to capital, business development, business marketing, and training. He said that the Chamber has been expanded and as of December 17th, 2014 will be the Arizona Black Chamber of Commerce and will include headquarters in both Phoenix and Tucson.

Commissioners were given the opportunity to ask questions. Mr. Brown said that the Scottsdale's focus on economic development fits in well with the goals of the Black Chamber and he encouraged Scottsdale to include minority businesses in its planning. He expressed a desire to meet with representatives from the City to share his ideas on diversity and inclusion training and partnership opportunities.

Ms. Cini said that the corporate membership is \$5,000, which is what has prompted her to ask Economic Development to review the benefits of a partnership. Discussion ensued regarding the difference between the City having a corporate partnership and the Office of Diversity having an individual membership and the possibility of passing the membership dues responsibility to the Economic Development department.

It was consensus of the Commission to table the discussion and direct staff to agendize further discussion and recommendation for the December meeting.

## **4. Presentation, discussion and event planning recommendations to staff liaison regarding the marketing and promotions for Civil Dialogue Series 2014/2015**

Ms. Cini presented the flyer for the "Scottsdale's Untapped Resource" Civil Dialogue series, thanking Commissioner Grossman for creating the flyer. This is available through the Office of Diversity webpage and Facebook and the registration page can be opened by clicking on the link on the flyer. This series as well as the next Civil Dialogue series will be held at SkySong.

Commissioner Grossman updated the Commission on the progress of the marketing efforts. She suggested that a sign-in sheet with a prize drawing would encourage attendees to sign in so that their email address can be captured. She has requested that each panel member invite ten people to attend. She mentioned that she met the director of diversity and community relations at Medtronic and felt that it would be beneficial to have him involved in the series because he has a program that caters specifically to persons with disabilities.

Discussion ensued about the number of panelists and how to incorporate individuals who are not on the panel into the program. It was suggested that those individuals could be asked to attend as dignitaries who could be given an opportunity to speak about their individual programs.

## **5. Presentation, discussion and event planning of Regional Human Relations Commission meeting and Regional Unity Walk**

Ms. Cini said that she communicated with the cities of Tempe and Chandler about the format of the Regional HRC meetings. Each staff liaison will ask their commission members for discussion topic ideas and then each group will look at the list of ideas and make a recommendation.

Discussion ensued regarding topics of discussion and scheduling. Commissioner Grossman suggested that the program be opened with the Scottsdale HRC doing an ice breaker activity or program. Commissioners will individually submit ideas about an ice breaker activity between now and the December meeting. It was the consensus of the Commission that the Scottsdale HRC recommended topic would be: Marketing and communications to unify and communicate, break down barriers, be a part of one another, and collaborate. The Regional HRC meeting is scheduled for January 12th, 2015.

Ms. Cini noted that the Regional Unity Walk is scheduled for January 31st, 2015, which is the same day as Super Bowl.

## **6. Staff updates regarding upcoming diversity events and activities**

Ms. Cini announced that the City of Scottsdale was able to raise their Human Rights Campaign MEI score from 23 to 65. Contributing factors that enabled the score to go up were the establishment of a LGBT liaison, having two staff liaisons with the police department, confirming that the City reports hate crime numbers to the FBI, the acceptance of the Unity Pledge, efforts leading up to the discussion of an all-inclusive non-discrimination ordinance, and for the City's LGBT employee-based group.

Chair Fox mentioned that the City of Glendale is forming a diversity group and suggested that Scottsdale could share resources. Ms. Cini said she will invite representatives from their Economic Development department to attend the Regional HRC meeting.

Ms. Cini noted that she and several Commissioners attended the American Indian Excellence in Leadership event, the Mayor's Committee on Employment of People with Disabilities on October 23rd, and the DLA conference.

## **7. Report from the Chair**

Chair Fox presented the letter to be sent out regarding the January 21st, 2014 diversity event. He asked that if Commissioners have any input they let him know. He commented that following Mr. Brown's earlier presentation he is going to give thought to whether or not to include a discussion topic around the topic of supplier diversity.

He distributed a list of approximately 20 names of potential speakers and asked Commission members to let him know if there is anyone they would like to add for consideration or anyone on the list that they are particularly in favor of.

## **8. Commissioner Items**

Commissioner Martin noted that a link to the video of her interview with Sharon Cini has been distributed and a blog post is available for viewing. She said that she was able to attend the DLA and American Indian Excellence in Leadership event.

Commissioner Coe said that she just completed the Citizen's Police Academy and recommended enrolling in both that program and Scottsdale 101.

Commissioner Grossman asked to be provided with information about the January 21st Civil Dialogue series that can be handed out during the upcoming event on December 3rd.

Vice-Chair Campbell suggested that Channel 11 be asked to do some sort of advertisement, such as a ticker along the bottom of the screen, for the Civil Dialogue series. Ms. Cini said that Channel 11 has limited staff and resources and their focus is on programming.

Commissioner Lopez said that he attended the American Indian Excellence in Leadership event. He commended everyone who has worked on creating the Office of Diversity Facebook page, which he said will enable the HRC to post highlights of events and accomplishments. He committed to picking back up on planning for the March Civil Dialogue series.

Vice-Chair Campbell said he attended the Mayor's Committee on Employment of People with Disabilities and the American Indian Excellence in Leadership event. He invited everyone to attend the Pilipino American Heritage Festival at Heritage Park in Phoenix on Saturday, November 15th.

Ms. Cini noted that on Tuesday, November 11th Veterans Day events include: a group of veterans conducting a three-mile hike at Lost Dog Wash; a Veterans Day event and Blue Star Memorial Marker placement at McCormick-Stillman Railroad Park on Tuesday, November 11th beginning at 3:00 p.m.; and at Pueblo Grande Museum the last event for the Native American Recognition days will be a Veterans Day gourd and community potluck starting at 11:00.

**9. Discussion regarding the draft agenda for the next meeting, and dates, times and topics for upcoming meetings.**

As noted above, discussion about membership of the Arizona Black Chamber of Commerce.

**ADJOURNMENT**

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 7:13 p.m.

Respectfully submitted,  
A/V Tronics, Inc. DBA AVTranz